

New Issue

DMA VOICE

DEFENSE MEDIA ACTIVITY

One Vision - One Voice

Issue 1, 2017

DMA's Director
Ray Shepherd
On Vision, Doing Great Work,
and Why ...

Everyone's Voice Matters

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Be the Essential Communicator. Be a Resource
for America's Military Community.

ONE VISION
ONE VOICE

1

Airmen from 106th Rescue Wing Security Forces Squadron maneuver during tactical combat casualty care training at Francis S. Gabreski Airport in Westhampton Beach, New York, Oct. 22, 2016 - Air National Guard Staff Sgt. Christopher S. Muncy.

2

U.S. Army and Kuwaiti Land and Air forces move to engage targets during a joint combined arms live-fire exercise near Camp Buehring, Kuwait Dec. 6-7, 2016. The exercise tests force efficiencies and abilities to counter enemy anti-aircraft capabilities - Army Sgt. Aaron Ellerman.

3

An F-16 Fighting Falcon flies over Iraq, Dec. 25, 2016 with its pilot donning a traditional red Santa hat. F-16s provide precision guided close air support during Combined Joint Task Force-Operation Inherent Resolve - Air Force Senior Airman Tyler Woodward.

4

Electronics Technician 2nd Class Daniel Neuberger, assigned to aircraft carrier USS Dwight D. Eisenhower (CVN 69), holds his newborn baby for the first time at Naval Station Norfolk, Virginia, December 30. Eisenhower served in U.S. 5th and 6th Fleet areas of operation in support of Operation Inherent Resolve - Mass Communication Specialist 3rd Class Evan Thompson.

5

Secretary of Defense Ash Carter answers a question during a discussion with students at The City College of New York City. - Army SGT Amber I. Smith

Director's Corner



Ray B. Shepherd

The last few years have seen an evolutionary change within DMA where innovation and creativity have yielded tremendous results. Across the organization from support to operational levels, improvements have been directly driven by innovation. It's not part of our daily culture yet, but we're well on our way.

Thinking outside the box is core to our innovation program. The program is also the gateway to change as DMA keeps moving forward. Things will change as we continue finding new ways to communicate and share information; I know it's not easy, but if we are to remain relevant and serve our clients the best way we can, we must adapt and change.

Your role on the front line of support and operations make you the best at identifying innovations. That is why it is so important to hear from you. Great ideas come from every corner of DMA and it's important to me we hear each and every one. If you have a great idea, share it!

Speaking of great ideas, if you've been following us on Facebook, you may have seen a new award being given out.

It's the "YOU'VE BEEN CAUGHT DOING SOMETHING AWESOME" award.

The idea to celebrate our workforce got started at Headquarters and will be implemented throughout the DMA work force. You work hard and I want to say thank you with the best reward I could think of (besides money!) and that's time. For our military members it is a 24-hour pass and for civilians it's eight hours of admin time. As I and my leadership team get around DMA we'll be looking for opportunities to recognize your great work. I also highly encourage supervisors and managers to be on the look-out and reward work that goes above and beyond.

I look forward to seeing what you can do!

Ray B. Shepherd

One Vision - One Voice Strategy

The One Vision - One Voice Strategy provides a framework for improving operational performance that starts with our vision and mission.

Past employee surveys show we have room to improve when managers promote communication, reward innovation, and create an environment where people want to come to work. The strategy is designed to connect DMA level Strategic Objectives to our people through a cascading approach.

The strategy map is a clear and concise communication tool to help everyone understand our vision, mission, themes and strategic objectives, as well as the way we measure success and execute the strategy through initiatives.



IG Notes

*Glenda B. Arrington, CIG,
DMA Inspector General*

This information highlights efforts to promote efficiency, effectiveness and integrity throughout Defense Media Activity. Inspectors general inquire into matters of fraud, waste and mismanagement of resources.

What is an inspector general?

Created by Congress as an oversight organization, through the Inspector General Act of 1978, the IG team conducts administrative investigations into violations of federal laws, rules or regulations. Inspectors general work closely with Defense Criminal Investigation Service in investigations that lead to criminal charges. Additionally, we conduct audits, internal reviews and compliance inspections.

How do I file a complaint to the IG?

Individuals requesting to provide information about fraud, waste, or mismanagement must complete the Inspector General Action Request Form, DMA Form 20, updated November 2015. This form can be found on Office of the Inspector General, part of Special Staff section of Defense Media Activity's website, www.dma.mil.

The Request Form may be downloaded and hand carried, emailed or faxed to Defense Media Activity's Inspector General.

Defense Media Activity INSPECTOR GENERAL ACTION REQUEST (Read Privacy Act Statement and Instructions before completing form.) PRIVACY ACT STATEMENT			
AUTHORITY: Title 10, USC, Section 3020 PRINCIPLE PURPOSE: To secure sufficient information to inquire into the matters presented and to provide a response to the requestor(s) and/or take action to correct deficiencies. ROUTINE USES: Information is used for official purposes within the Department of Defense: to answer complaints or respond to requests for assistance, advice, or information; by Members of Congress and other Government agencies when determined by the Inspector General to be in the best interest of the Department of Defense. PRIVACY WARNING: We cannot guarantee your complete privacy when you use this form because complaints transmitted via the internet cannot be completely protected from unauthorized attempts to access information. DISCLOSURE: of personal information is voluntary. However, failure to provide complete information may hinder proper identification of the requestor, accomplishment of the requested action(s), and response to the requestor.			
1. DO YOU WISH TO REMAIN ANONYMOUS?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	(IF YES, DO NOT IDENTIFY YOURSELF BELOW.)
2. IF NO, DO YOU WANT CONFIDENTIALITY?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	(IF YES, IDENTIFY YOURSELF BELOW. WE WILL NOT RELEASE YOUR NAME WITHOUT YOUR CONSENT.)
3. ARE YOU WILLING TO BE INTERVIEWED?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	
4. YOUR CONTACT INFORMATION			
a. LAST NAME:	b. FIRST NAME:	c. MI:	d. GRADE/RANK:
e. MAILING ADDRESS:			
f. EMAIL:			
g. HOME PHONE:	h. OFFICE PHONE:	i. MOBILE PHONE:	
5. WHAT DID THIS INDIVIDUAL /COMMAND DO OR FAIL TO DO THAT WAS WRONG? IF COMPLAINT IS AGAINST A COMMAND OR ACTIVITY, PLEASE PROVIDE COMMAND /ACTIVITY'S FULL NAME AND LOCATION.			
6. WHAT RULE, REGULATION, OR LAW DO YOU THINK THIS INDIVIDUAL /COMMAND VIOLATED?			
7. BRIEFLY DESCRIBE THE ALLEGED WRONGDOING. ALSO, PLEASE ATTACH ANY DOCUMENTS THAT SUPPORT YOUR COMPLAINT.			

DMA Form20 (November 2015)

FOR OFFICIAL USE ONLY WHEN FILLED

We Continue to Need Your Help!

While we work hard to make DMA better and promote integrity; good government is everyone's business. If you suspect fraud, waste or mismanagement, inform us via DMA IG Website.

2017 Compliance Inspection Schedule

Soon, DMA Inspector General team will publish 2017 schedule. Compliance

inspections provide an independent evaluation of overall mission readiness while assessing compliance of existing directives.

Reports of Wrongdoing

Department of Defense Inspector General's website, www.dodig.mil, posted information releases on reports of abuse, fraud, and waste. Service members and civilians alike are encouraged to read them for awareness.

Did You Know?

Defense Media Activity Strategic Plan

The Defense Media Activity FY 2014-2017 Strategic Plan is the result of its leadership and staff looking to grow its capabilities in quality and efficiency. It was prepared with strong consideration of the changes in the communications and information exchange landscape and the challenging budgetary times for the Department of Defense.

The plan seeks to provide a road map using these two realities to evaluate the potential opportunities and challenges. This four-year plan focuses on the Defense Media Activity's future within the Department of Defense and the ever changing global communications environment.

Media communication has made a significant transformation in the past eight years since the decision to create the DMA was made. At that time no one envisioned the world-wide changes that we face in the media and mobile communications arena today. For this reason, we first analyzed our reason for existence and the importance of our mission with stakeholders and our global audience.

With today's landscape of social media and mobile communications, the department and military service unique communication needs have become even more vital. DMA provides the capability for the defense community to converse with its audiences.

Innovation Review Board

Innovation is an essential part of every organization, but especially at DMA since we operate in the ever-changing communications business. Enterprise staff must be innovative to provide our clients and audiences the best media services possible within our budgetary constraints. The only way we can do this is if innovation becomes an inherent part of our culture. This means that creative and innovative ideas must come from everyone in DMA. It also means that those ideas should not be filtered or hampered by bureaucracy.

Innovation Review Board established to evaluate creative and innovative ideas submitted by you. The purpose of the board is to put as many of your great ideas as possible into action to help us

realize the vision to be the number one media community for America's Defense conversation.

The board's task is to review unfiltered ideas and evaluate those ideas using simple criteria.

Mentorship Program

Human resource development is becoming increasingly more challenging—particularly in today's work environment—as organizations search for cost-effective programs to increase organizational effectiveness.

A paramount issue for the Defense Media Activity is ensuring current and new employees find value and satisfaction in working for the organization.



Learning Management System

The Learning Management System is common-access card-enabled. In order to have a LMS account created, users must first create their CMIS account with Chief of Human Resources team. Within the next following business day, the learning management system account should be active.

If users have questions about the creation/registration of CMIS account, contact Ms. Natalie Maiore via email, natalie.t.maiore.civ@mail.mil.

If there continued issues with the learning management system

account, contact program manager David Pullen via email, david.w.pullen.civ@mail.mil.

Upcoming Training Available

Human Resources Management (HRM) for Supervisors training will be held Feb. 15. in conference rooms W202/205 from 8:30am - 4:00pm. Seating is limited.

Register in the LMS by searching "HRM for Supervisors".

For more information contact:
Ms. Leneen Speed-Walker,
leneen.j.speed-walker.civ@mail.mil.

Tech Supports Antarctica Mission

*Story by Tech. Sgt.
Patrick Harrower,
Defense Media Activity*

All around the world, millions of service members, civilians, retirees and their family members can rely on Defense Media Activity to provide the most relevant and up-to-date information and entertainment on a variety of platforms. But it's not always a forward-operating base in a warzone or an at-sea lonely ship that receives support, DMA also supports scientific operations in Antarctica.

In mid-November, Blake Molter, assigned to the Technical Services Engineering directorate, helped provide support and maintenance on broadcast equipment used to receive and distribute American Forces Radio and Television Service and Navy Motion Picture Service programming recently at McMurdo Science Station.

"Antarctica provides a reality and challenges that just do not exist in the States," Molter said. "Because of the limited windows of time available to fly equipment down there, we have to plan one year ahead on what gear we need to be shipped."

Larger equipment required a transport ship and up to two years in advance planning.

Molter only had three-week windows to perform required tasks and, if necessary, to assist in essential



Technician Blake Molter travelled to McMurdo Science Station, Antarctica, in mid-November, to perform maintenance support on broadcast and distribution equipment, during a three-week visit to the icy continent. - Courtesy photo

equipment upgrades with savvy technician stationed there.

"It takes a lot of finessing to keep things working," he said. "There is a mix of professional and consumer equipment and that doesn't give us total control over every aspect of quality. We are trying to modernize everything to enhance the morale of people at the station."

Due to the incredibly harsh desert conditions of the continent, maintaining morale is critical in Antarctica. The powerful sun never sets, yet the temperatures remain below freezing.

"They remind you that if you are venturing outside for an extended period of time, to keep your mouth

shut," Molter said. "The sun can actually reflect off the ice and give you a sunburn on the roof of your mouth. And the air is so dry you are going to want to take a fifty-gallon drum of moisturizer with you."

The journey to the station provides its own unique challenges as well. Although there is a small band of people that work at McMurdo year round, the summer months provide optimal conditions for a large personnel influx.

"I got off the plane and it was just amazing," he said. "Sometimes I would walk around and realize [possibly] that nobody in history has stepped where I'm stepping right now."



**Remember! Celebrate! Act!
A Day On, Not A Day Off!**

**Martin Luther
King, Jr.
Observance Day**

**January
10**

**Volunteer
your time to
a charity of
your choice!**

**For Ideas,
Contact
Angela Smith**

DMEO

"To create a corporate culture that values diversity and inclusion at all levels, where Defense Media Activity personnel can achieve their full potential in an environment free from unlawful discrimination, harassment and retaliation."

What we do:

The DMEO Office provides training, support, and guidance to DMA employees in an effort to prevent systemic barriers and discriminatory practices that impeded cultivation of a diverse workforce.

DMEO processes complaint of discrimination, resolves workplace disputes at the lowest possible level and implements Affirmative Employment initiatives.

Additionally we provide

technical and professional advice and guidance to DMA workforce, which safeguard the workplace from discrimination based on sex, race, color, national origin, age, disability, religion, and reprisal.

Upcoming Special Observance:

**African American/Black
History Month,
February 1 - February 28**

EEO or MEO question or concern:

EEO Manager Edie Brumskill, 301-222-6843
EEO Specialist Angela Smith, 301-222-6642

Collateral Duty Counselors:

Danial Ayala, DINFOS, 301-677-3955
Renni Thornton, DINFOS, 301-677-3886
Gail Underwood, HQ, 301-677-6687
Charles Bell, Tobyhanna, 570- 615-1205

SPOTLIGHT ON DMA

MC1(SW/AW) GLENN SLAUGHTER

MC (Mass Communication Specialist)

MCs travel the world to employ their skills in photography, writing, illustration or design from many angles and a variety of media. They educate the public and document interesting people, exciting places and important events through use still and video recording. They produce print and broadcast journalism and feature stories online.

"SPACEMAN"

Currently Aboard
Department of
Defense News, DMA

Hometown
Salisbury,
Maryland

Time in Service
7½ years

DMA Team Member Rotations

Military Departures

- Enrickie Jackson, Tech Svcs
- Heidi West, DINFOS
- Micheal Dimestico, DINFOS
- Christina Bhatti, DMO
- Gregory Benton, DMO
- Richard Kiesinger, DMO
- Dawan Dorsey, DMO
- Kent Redmond, DMO
- Lindy Pata, DMO
- Kyle Peterson, DMO

Military Arrivals

- Samuel Powell, DMO
- Kristopher Regan, DMO
- Ponton Warnez, DMO
- Dillion Lockhart, DMO

- Kirsten Brandes, DMO
- Erica Rae Degeest, DMO
- Jenell Rene Ellis, DINFOS
- Noel Gerig, DMO
- Jesse Horwath, DMO
- Bradley Latham, DMO
- John Sites, DMO
- Arie Fundock, Tech Svcs
- David Garza, DMO
- Francesariele Tejada, DMO
- Jay Chu, DMO
- Christopher Frost, DMO
- Sokha Hou, DMO
- Megan Friedl, DMO
- Keshia James, DINFOS
- Terri Paden, DINFOS
- Laurel Richards, DMO

- Peter Santini, DINFOS
- Stacy Hopwood, DINFOS
- Ryan Valverde, DMO

Civilian Departures

- Leslie Sieren, Tech Svcs
- Robert Sekula, MSO
- Michael Jackson, HQ
- Lawrence Marotta, AFRTS
- Teresa Lair, Tech Svcs

Civilian Arrivals

- Maria Salcido, DINFOS
- Karen Hayward, DINFOS
- Elliot Valdez, Production
- Robert Visico, Support Services

DMA

DEFENSE MEDIA ACTIVITY

